

Subject: This week from CCA (CCA Delivers - April 6, 2017)
From: "Central City Association" <jdanganan@ccala.org>
Date: 04/06/2017 05:56 PM
To: "Nick Griffin" <ngriffin@downtownla.com>

CCA Delivers

CCALA.org

April 6, 2017



INSIDE THIS ISSUE

- **CCA Executive Committee: 100 Day Report from Jessica Lall**
- **Deputy Chief Arcos Speaks about Homeless Outreach Teams**

CCA Holidays at the Globe

Jessica Lall, CCA; Martha Saucedo, AEG; Deputy Chief Robert Arcos; and Lannie Tonn, Orthopaedic Institute for Children

CCA Executive Committee

At today's Executive Committee meeting, members heard from Deputy Chief Robert Arcos from the Los Angeles Police Department (LAPD) about homeless engagement teams. And Jessica Lall, CCA's President & CEO, provided a 100-day update about CCA's vision for the future.

Deputy Chief Arcos shared the real challenges LAPD officers face when working with homeless individuals and how the SMART, RESET and HOPE teams are helpful. These are multi-disciplinary teams that have experts on engaging mentally ill and substance-addicted people. The teams also have benefit experts who can assist homeless individuals get connected to housing, services and other resources. Some teams also have representatives from the City of Los Angeles Sanitation Department to assist with bulky items and encampments, as well as enforcement actions for blocked entrances and exits. Deputy Chief Arcos engaged CCA members and asked them to be the eyes and ears for the LAPD. He shared that LAPD deploys these teams based on data driven by calls to 311 and Council office requests.

Jessica provided a dynamic presentation regarding new initiatives and strategies that CCA is leading to enhance Downtown's vibrancy and increase investment in the region. She shared with members a new mission statement, member survey results, draft advocacy priorities and new strategies that are being activated. The full presentation is available for viewing at ccala.org/update and a video of the presentation will also be posted on our website in the next few days. Members are encouraged to provide their input on the advocacy priorities and ways to increase



EVENTS CALENDAR

CCA EVENTS

TUESDAY, APRIL 18

5:30 - 7:30 p.m.

CCA MEMBERS SOIREE

TEN50 Amenity Deck

TUESDAY, APRIL 25

5:30 - 7:30 p.m.

JOIN CITY PLANTS IN HONORING

JESSICA LALL

Lot 613

THURSDAY, MAY 11

11:00 - 1:30 p.m.

CCA'S 23RD ANNUAL TREASURES

LUNCHEON

Westin Bonaventure Hotel & Suites



COMMITTEE CALENDAR

THURSDAY, APRIL 13

8:30 - 10:00 a.m.

TRANSPORTATION, INFRASTRUCTURE & ENVIRONMENT

Topics: MyFigueroa Project Update; Expo & Blue Line Grade Separations; East-West Downtown Transit Corridor

Special Guests: Manoochehr Adami, Los Angeles Department of Transportation; Josh Kreger, South Park BID

WEDNESDAY, APRIL 19

8:30 - 10:00 a.m.

HOUSING, LAND USE & DEVELOPMENT

our membership reach by May 4.

In the first 100 days, there has been significant progress made at building the organization's staff, engaging in long-range visioning and expanding the Management and Operations Board. CCA is also looking for new office space and to hire a consultant to create a strategic plan. We welcome member recommendations regarding office space and strategic plan consultant suggestions.

It has been a productive first quarter at CCA, and Jessica shared with members what they can expect for the next quarter. We have instituted many member-driven changes in order to increase membership value, including hosting intimate gatherings with thought-leaders for Premier and Executive Level members, enhancing programming with more diverse speakers, forming new partnerships with like-minded organizations and creating more policy-based content. CCA is also reinvigorating *Downtown Works*, a nonprofit organization that can be used for grant making to address the issues that matter most to DTLA. Members should submit ideas regarding possible grant opportunities for *Downtown Works*.

Jessica ended the 100-day report by thanking CCA members for their incredible support. We recognize members are the lifeblood of CCA and we are always looking for ways to create more value. CCA will continue to engage our members on how we can work together towards creating a more connected community.

Topics: Controller Galperin Audit of the Density Bonus Program; Public Art in DTLA

Special Guests: The Honorable Ron Galperin, City of Los Angeles; Carmen Zella, Now Art LA

CCA IN ACTION



This week, CCA spoke at the Housing Committee regarding amendments to the Rent Stabilization Ordinance (RSO). Currently, when replacing units subject to the RSO and within five years of removal from the market, the RSO requires the replacement of rent stabilized units on a one-for-one basis or 20% of the new project must be affordable housing, whichever is less. The proposed amendment calls for one-for-one replacement or 20% affordable housing, whichever is greater. CCA stated that this was a significant policy shift and that there were many unanswered questions. We shared that there is no vesting language to protect projects that are in the queue. And we expressed concern about the impact on larger residential projects. Despite our advocacy, the committee unanimously adopted the amendments and the item is now pending at City Council.

For more information please contact CCA's VP of Public Policy, Marie Rumsey.

CCA MEMBERS IN THE NEWS

"In condos, you have relatively limited space. If you want to receive guests or entertain people, a hotel facility would be kind of a nice addition," said Winston Yan, Greenland USA. Los Angeles

Downtown News, March 30, 2017. "A Downtown Hotel's Blue Mood."

"We believe that the city has the ability to pause the election and go back and do it right, which we think would be in the best interest of everyone — including the formation committee," said Rocky Delgadillo, Liner Law LLP. "If it is formed, it would be a problem for people to be able to question its legitimacy." Los Angeles Downtown News, March 31, 2017. "Downtown Divided Over Skid Row Neighborhood Council."

NEW MEMBERS

- Optimum Seismic

Announcements

CCA CAREERS

CCA is seeking an *Events Manager* to join our office in the heart of DTLA. This at-will position offers an excellent opportunity to be a part of Downtown's transformation into the region's center for growth. The candidate will play a vital role producing a variety of events to engage the diverse membership of CCA and help create experiences that reinforce the brand and value proposition for CCA. To read the full job description, please [click here](#).

MEMBER SUGGESTIONS

CCA IS LOOKING FOR A NEW OFFICE

Hal Bastian, a DTLA consultant and CCA Executive Committee member, has been chosen to represent CCA in our immediate search for new office space in DTLA. Hal is representing CCA as our broker through his affiliation with Amalgamated Metropolitan Properties, Inc., and can be reached at hal@halbastian.com or (213) 440-0242.

Please contact Hal to find out CCA's space requirements and/or to submit potential office space for consideration. CCA's goal is to move into our new office by the end of this year!

CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations please contact CCA's Associate Director of Public Policy & Membership, Joanne Danganan, at jdanganan@ccala.org or (213) 416-7511.

Connect with CCA

[Member Benefits](#)

[Facebook](#)

[Twitter](#)

[Linkedin](#)

Central City Association of Los Angeles

"Our Advocacy Strengthens Your Bottom Line"

[Unsubscribe from this list](#)

[Update subscription preferences](#)

You received this email because you are a member or email subscriber of Central City Association.

626 Wilshire Boulevard, Suite 200
Los Angeles, CA 90017